



WKMG

ORDER

Flight Dates 08/22/12-08/28/12

Contract / Revision

257270 /

Product

ROMNEY FOR PRESIDENT

Original Date / Revision

08/20/12 08/20/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 38

Alt Order # 06288329

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic W18-49

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 91550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	90	\$77,817.50	\$91,550.00	0.00
Totals	90	\$77,817.50	\$91,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	90	\$77,817.50	\$91,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKMG	08/22/12	08/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
2	WKMG	08/22/12	08/24/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
3	WKMG	08/22/12	08/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----					1	\$350.00		0.00			
4	WKMG	08/22/12	08/24/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$600.00		0.00			



WKMG

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Hiatus Dates

Original Date / Revision 08/20/12/ 08/20/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 38

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	08/22/12	08/24/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$600.00		0.00			
5	WKMG	08/22/12	08/24/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$800.00		0.00			
6	WKMG	08/22/12	08/24/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
7	WKMG	08/22/12	08/24/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$800.00		0.00			
8	WKMG	08/22/12	08/24/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$600.00		0.00			
9	WKMG	08/22/12	08/24/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$350.00		0.00			
10	WKMG	08/22/12	08/24/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$450.00		0.00			
11	WKMG	08/22/12	08/24/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$550.00		0.00			
12	WKMG	08/22/12	08/24/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$800.00		0.00			
13	WKMG	08/22/12	08/24/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
14	WKMG	08/22/12	08/24/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,200.00		0.00			
15	WKMG	08/22/12	08/24/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,800.00		0.00			
16	WKMG	08/22/12	08/24/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			

**WKMG**

Contract Revision

257270

Flight Dates 08/22/12-08/28/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 08/20/12/ 08/20/12

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **38**

Advertiser: Pol Mitt Romney/K/Presid													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WKMG	08/22/12	08/24/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			
17	WKMG	08/22/12	08/24/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	6	\$300.00	P-3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--		6				\$300.00		0.00			
18	WKMG	08/22/12	08/24/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--		6				\$400.00		0.00			
19	WKMG	08/22/12	08/22/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----		1				\$6,000.00		0.00			
E 20	WKMG	08/24/12	08/24/12	Fri Prime 9p No Show/See NFL Prsn F	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----1--		1				\$4,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/20/12-08/26/12	Fri Prime 9p		9-10p	-----F----	:30		(\$4,000.00)		0.00	NM		
		See MG 23.2,23.3													
21	WKMG	08/25/12	08/25/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2-		2				\$400.00		0.00			
22	WKMG	08/25/12	08/25/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----2-	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2-		2				\$550.00		0.00			
E 23	WKMG	08/25/12	08/25/12	Sat Prime 8p No Show/See NFL Prsn S	CM	8-9p	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1-		1				\$2,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/20/12-08/26/12	Sat Prime 8p		8-9p	-----Sa--	:30		(\$2,000.00)		0.00	NM		
		See MG 23.2,23.3													
2		WKMG	08/24/12-08/24/12	NFL Preseason Fri		Fri 8p-cc	(8:00 PM-11:30	1-----F----	:30	\$8,000.00		0.00	NM		
		Ⓜ MG for 20.1,25.1,24.1,24.2,23.1													
3		WKMG	08/25/12-08/25/12	NFL Preseason Sat		various	(7:58 PM-11:30	1-----Sa--	:30	\$8,000.00		0.00	NM		
		Ⓜ MG for 20.1,25.1,24.1,24.2,23.1													
E 24	WKMG	08/25/12	08/25/12	Sat Prime 9p No Show/See NFL Prsn S	CM	9-10p	-----2-	:30	2	\$3,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2-		2				\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/20/12-08/26/12	Sat Prime 9p		9-10p	-----Sa--	:30		(\$3,000.00)		0.00	NM		
		See MG 23.2,23.3													
2		WKMG	08/20/12-08/26/12	Sat Prime 9p		9-10p	-----Sa--	:30		(\$3,000.00)		0.00	NM		
		See MG 23.2,23.3													

**WKMG**

Contract / Revision

257270

Flight Dates 08/22/12-08/28/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 08/20/12/ 08/20/12

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **38**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WKMG	08/25/12	08/25/12	Sat Prime 10p No Show/See NFL Prsn S	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1-	1					\$4,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	08/20/12-08/26/12	Sat Prime 10p		10-11p	-----Sa--	:30		(\$4,000.00)		0.00	NM		
See MG 23.2,23.3															
26	WKMG	08/25/12	08/25/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2-	2					\$1,800.00		0.00			
27	WKMG	08/25/12	08/25/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----3-	3					\$150.00		0.00			
28	WKMG	08/26/12	08/26/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----3	3					\$200.00		0.00			
29	WKMG	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2	2					\$1,300.00		0.00			
30	WKMG	08/26/12	08/26/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1	1					\$1,100.00		0.00			
31	WKMG	08/26/12	08/26/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2	2					\$650.00		0.00			
32	WKMG	08/26/12	08/26/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1	1					\$5,000.00		0.00			
33	WKMG	08/26/12	08/26/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----2	2					\$1,800.00		0.00			
Totals														90	\$91,550.00



Flight Dates 08/11/12-08/14/12

Order Sep 00:15:00

Estimate # 320

Alt Order #

Billing Type	Cash
--------------	------

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

<u>Demographics</u>				
<u>Rev Codes</u>	AGY	POL	CAND	

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Contract / Revision

256499 /

Product

RNC-ROMNEY

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Productive

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

**138 Conant Street
Beverly, MA 01915**

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 12800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Order Totals				Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
Month	# of Spots	Net Amount	Gross Amount						
August 2012	3	\$10,880.00	\$12,800.00	0.00	07/30/12	08/14/12	3	\$10,880.00	\$12,800.00
Totals	3	\$10,880.00	\$12,800.00	0.00					
									Totals

Billing Plan

Billing Plan		# Spots	Net Amount	Gross Amount
Start Date	End Date			
07/30/12	08/14/12	3	\$10,880.00	\$12,800.00

													Totals		
													Spots	Amount	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p	CM	12-1230p	11-----	1:00	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
				Local 6 News 12-1230p										1	\$10,000.00
N 2	WKMG	08/12/12	08/12/12	Sun Prime 7-8p	CM	7-8p	-----S	1:00	1	\$10,000.00	P-3	0.00	NM		
				Sun 7-8p											
													Totals	3	\$12,800.00



WKMG

ORDER

Flight Dates 08/15/12-08/21/12

Contract / Revision

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Product

ROMNEY FOR PRESIDENT

Original Date / Revision

08/13/12 08/13/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Productio

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

138 Conant Street
Beverly, MA 01915

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Sep 00:15:00

Estimate # 23

Alt Order # 06274689

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Order Share 100% Market Value 132950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	142	\$113,007.50	\$132,950.00	0.00
Totals	142	\$113,007.50	\$132,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/21/12	142	\$113,007.50	\$132,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/15/12	08/17/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$500.00		0.00			
E 2	WKMG	08/20/12	08/21/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$500.00		0.00			
E 3	WKMG	08/15/12	08/17/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$500.00		0.00			
E 4	WKMG	08/20/12	08/21/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$500.00		0.00			



WKMG

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Order Sep 00:15:00

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Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 23

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/20/12	08/21/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					4	\$500.00		0.00		
E 5	WKMG	08/20/12	08/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$350.00		0.00		
E 6	WKMG	08/15/12	08/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--1----					1	\$350.00		0.00		
E 7	WKMG	08/20/12	08/21/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MT-----	:30	2	\$600.00	P-3	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$600.00		0.00		
E 8	WKMG	08/15/12	08/17/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00		
E 9	WKMG	08/15/12	08/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$800.00		0.00		
E 10	WKMG	08/20/12	08/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$800.00		0.00		
E 11	WKMG	08/20/12	08/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$700.00		0.00		
E 12	WKMG	08/15/12	08/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$700.00		0.00		
E 13	WKMG	08/15/12	08/17/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	6	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					6	\$800.00		0.00		
E 14	WKMG	08/20/12	08/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					4	\$800.00		0.00		
E 15	WKMG	08/20/12	08/21/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$600.00	P-3	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$600.00		0.00		
E 16	WKMG	08/15/12	08/17/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00		



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Order Sep 00:15:00

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Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 23

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	08/15/12	08/17/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00		
E 17	WKMG	08/15/12	08/17/12	3-4p Nate/Doctors 9/10 CM Nate Berkus	CM	3-4p	--WTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$350.00		0.00		
E 18	WKMG	08/20/12	08/21/12	3-4p Nate/Doctors 9/10 CM Nate Berkus	CM	3-4p	MT-----	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$350.00		0.00		
E 19	WKMG	08/15/12	08/17/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$450.00		0.00		
E 20	WKMG	08/20/12	08/21/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$450.00		0.00		
E 21	WKMG	08/15/12	08/17/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$550.00	P-3	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$550.00		0.00		
E 22	WKMG	08/20/12	08/21/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-3	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$550.00		0.00		
E 23	WKMG	08/15/12	08/17/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$800.00		0.00		
E 24	WKMG	08/20/12	08/21/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$800.00		0.00		
E 25	WKMG	08/20/12	08/21/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					4	\$1,000.00		0.00		
E 26	WKMG	08/15/12	08/17/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					6	\$1,000.00		0.00		
E 27	WKMG	08/15/12	08/17/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	--WTF--					3	\$1,200.00		0.00		
E 28	WKMG	08/20/12	08/21/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$1,200.00		0.00		



WKMG

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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 23

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	08/20/12	08/21/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	MT-----					2	\$1,200.00		0.00		
E 29	WKMG	08/15/12	08/17/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00 NM	6	\$10,800.00
Week:		08/13/12	08/19/12	--WTF--					6	\$1,800.00		0.00		
E 30	WKMG	08/20/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00 NM	4	\$7,200.00
Week:		08/20/12	08/26/12	MT-----					4	\$1,800.00		0.00		
E 31	WKMG	08/15/12	08/17/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
Week:		08/13/12	08/19/12	--WTF--					3	\$700.00		0.00		
E 32	WKMG	08/20/12	08/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
Week:		08/20/12	08/26/12	MT-----					2	\$700.00		0.00		
E 33	WKMG	08/15/12	08/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	6	\$300.00	P-3	0.00 NM	6	\$1,800.00
Week:		08/13/12	08/19/12	--WTF--					6	\$300.00		0.00		
E 34	WKMG	08/20/12	08/21/12	Morn News at 5a Morn News at 5a	CM	5-530a	MT-----	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
Week:		08/20/12	08/26/12	MT-----					4	\$300.00		0.00		
E 35	WKMG	08/15/12	08/17/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
Week:		08/13/12	08/19/12	--WTF--					6	\$400.00		0.00		
E 36	WKMG	08/20/12	08/21/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	4	\$400.00	P-3	0.00 NM	4	\$1,600.00
Week:		08/20/12	08/26/12	MT-----					4	\$400.00		0.00		
E 37	WKMG	08/21/12	08/21/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
Week:		08/20/12	08/26/12	-1-----					1	\$7,000.00		0.00		
E 38	WKMG	08/15/12	08/15/12	Wed Prime 10p CSI	CM	10-11p	--1-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
Week:		08/13/12	08/19/12	--1-----					1	\$6,000.00		0.00		
E 39	WKMG	08/17/12	08/17/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
Week:		08/13/12	08/19/12	----1--					1	\$4,000.00		0.00		
E 40	WKMG	08/18/12	08/18/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
Week:		08/13/12	08/19/12	-----2-					2	\$400.00		0.00		



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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WKMG	08/18/12	08/18/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2-		2				\$400.00		0.00			
E 41	WKMG	08/18/12	08/18/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----2-	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2-		2				\$550.00		0.00			
E 42	WKMG	08/18/12	08/18/12	Sat Prime 8p Comedy Time Sat	CM	8-9p	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$2,000.00		0.00			
E 43	WKMG	08/18/12	08/18/12	Sat 1 Hour Special/9p Fall Football Preview Sp	CM	858-10p	-----2-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2-		2				\$3,000.00		0.00			
E 44	WKMG	08/18/12	08/18/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$4,000.00		0.00			
E 45	WKMG	08/18/12	08/18/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2-		2				\$1,800.00		0.00			
E 46	WKMG	08/18/12	08/18/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----3-		3				\$150.00		0.00			
E 47	WKMG	08/19/12	08/19/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----3		3				\$200.00		0.00			
E 48	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2		2				\$1,300.00		0.00			
E 49	WKMG	08/19/12	08/19/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1		1				\$1,100.00		0.00			
E 50	WKMG	08/19/12	08/19/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2		2				\$650.00		0.00			
E 51	WKMG	08/19/12	08/19/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1		1				\$5,000.00		0.00			
E 52	WKMG	08/19/12	08/19/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2		2				\$1,800.00		0.00			



WKMG

Contract Revision

256691

Flight Dates 08/15/12-08/21/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 08/13/12/ 08/13/12

Original Date / Revision: 08/15/12
Advertiser: Pol/Mitt Romney/R/ Preside Product: ROMNEY FOR PRESIDENT Estimate #: 23

Advertiser													Pol/Mitt Romney/R/ Preside													Product ROMNEY FOR AMERICA													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																									
E 52	WKMG	08/19/12	08/19/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00																									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>																															
Week:		08/13/12	08/19/12	-----2	2		\$1,800.00		0.00																															
													Totals		142	\$132,950.00																								

ORDER

Flight Dates 08/08/12-08/14/12

255986 /

08/06/12 08/08/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency **American Rambler Productio**

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

RNC-ROMNEY

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PH1

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 18

Alt Order # 06264593

Billing Type	Cash
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Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

<u>Rev Codes</u>	AGY	POL	CAND
------------------	-----	-----	------

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 131650

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Order Totals					Start Date	End Date	# Spots	Net Amount	Gross Amount
Month	# of Spots	Net Amount	Gross Amount	Rating					
August 2012	140	\$111,902.50	\$131,650.00	0.00	07/30/12	08/14/12	140	\$111,902.50	\$131,650.00
Totals	140	\$111,902.50	\$131,650.00	0.00					

Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	140	\$111,902.50	\$131,650.00	0.00	07/30/12	08/14/12	140	\$111,902.50	\$131,650.00
Totals	140	\$111,902.50	\$131,650.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	08/13/12	08/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$500.00		0.00		
E 2	WKMG	08/08/12	08/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$500.00		0.00		
E 3	WKMG	08/13/12	08/14/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$500.00		0.00		
E 4	WKMG	08/08/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$500.00		0.00		



WKMG

Print Date: 08/08/12

Page 2 of 6

Contract / Revision

255986

Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/08/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/08/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$500.00		0.00			
E 5	WKMG	08/13/12	08/14/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$350.00		0.00			
E 6	WKMG	08/08/12	08/08/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----					1	\$350.00		0.00			
E 7	WKMG	08/08/12	08/10/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$600.00		0.00			
E 8	WKMG	08/13/12	08/14/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 9	WKMG	08/08/12	08/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$800.00		0.00			
E 10	WKMG	08/13/12	08/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$800.00		0.00			
E 11	WKMG	08/08/12	08/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$700.00		0.00			
E 12	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$700.00		0.00			
E 13	WKMG	08/08/12	08/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$800.00		0.00			
E 14	WKMG	08/13/12	08/14/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$800.00		0.00			
E 15	WKMG	08/13/12	08/14/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 16	WKMG	08/08/12	08/10/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$600.00		0.00			



WKMG

Contract / Revision

255986

Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/08/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	08/08/12	08/10/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$600.00		0.00		
E 17	WKMG	08/13/12	08/14/12	3-4p Nate LTC 9/7/12 Nate Berkus	CM	3-4p	MT-----	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$350.00		0.00		
E 18	WKMG	08/08/12	08/10/12	3-4p Nate LTC 9/7/12 Nate Berkus	CM	3-4p	--WTF--	:30	3	\$350.00	P-3	0.00 NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$350.00		0.00		
E 19	WKMG	08/08/12	08/10/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$450.00		0.00		
E 20	WKMG	08/13/12	08/14/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$450.00		0.00		
E 21	WKMG	08/08/12	08/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$550.00	P-3	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$550.00		0.00		
E 22	WKMG	08/13/12	08/14/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-3	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$550.00		0.00		
E 23	WKMG	08/13/12	08/14/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$800.00		0.00		
E 24	WKMG	08/08/12	08/10/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$800.00		0.00		
E 25	WKMG	08/08/12	08/10/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00		
E 26	WKMG	08/13/12	08/14/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00		
E 27	WKMG	08/13/12	08/14/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$1,200.00		0.00		
E 28	WKMG	08/08/12	08/10/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$1,200.00		0.00		



WKMG

Print Date: 08/08/12

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Contract / Revision

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Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/08/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	08/08/12	08/10/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$1,200.00		0.00		
E 29	WKMG	08/08/12	08/10/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00 NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$1,800.00		0.00		
E 30	WKMG	08/13/12	08/14/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$1,800.00		0.00		
E 31	WKMG	08/13/12	08/14/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$700.00		0.00		
E 32	WKMG	08/08/12	08/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$700.00		0.00		
E 33	WKMG	08/08/12	08/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	6	\$300.00	P-3	0.00 NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$300.00		0.00		
E 34	WKMG	08/13/12	08/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	MT-----	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$300.00		0.00		
E 35	WKMG	08/13/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	4	\$400.00	P-3	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$400.00		0.00		
E 36	WKMG	08/08/12	08/10/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$400.00		0.00		
E 37	WKMG	08/14/12	08/14/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-1-----					1	\$7,000.00		0.00		
E 38	WKMG	08/08/12	08/08/12	Wed Prime 10p CSI	CM	10-11p	--1-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--1----					1	\$6,000.00		0.00		
E 39	WKMG	08/10/12	08/10/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	----1--					1	\$4,000.00		0.00		
E 40	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WKMG

Contract / Revision

255986

Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/08/12

Order Sep 00:15:00

Estimate # 18

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 40	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2-					2	\$400.00		0.00		
E 41	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----2-	:30	2	\$550.00	P-3	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2-					2	\$550.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	08/06/12-08/12/12		Sat 6p News		6-630p	-----Sa--	:30		(\$550.00)		0.00 NM		
				See MG 41.3,41.4										
2	WKMG	08/06/12-08/12/12		Sat 6p News		6-630p	-----Sa--	:30		(\$550.00)		0.00 NM		
				See MG 41.3,41.4										
3	WKMG	08/11/12-08/11/12		Sat 7p News		Sat 7-8p	-----Sa--	:30		\$550.00		0.00 NM		
				Ⓜ MG for 41.1,41.2										
4	WKMG	08/11/12-08/11/12		Sat 7p News		Sat 7-8p	-----Sa--	:30		\$550.00		0.00 NM		
				Ⓜ MG for 41.1,41.2										
E 42	WKMG	08/11/12	08/11/12	Sat 1 Hour Special/8p WKMG Hurricane Special	CM	758-9p	-----1-	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----1-					1	\$2,000.00		0.00		
E 43	WKMG	08/11/12	08/11/12	Sat Prime 9p 48 Hrs Mystery 9p	CM	9-10p	-----2-	:30	2	\$3,000.00	P-3	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2-					2	\$3,000.00		0.00		
E 44	WKMG	08/11/12	08/11/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----1-					1	\$4,000.00		0.00		
E 45	WKMG	08/11/12	08/11/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2-					2	\$1,800.00		0.00		
E 46	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$150.00	P-3	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----3-					3	\$150.00		0.00		
E 47	WKMG	08/12/12	08/12/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$200.00	P-3	0.00 NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----3					3	\$200.00		0.00		
E 48	WKMG	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2					2	\$1,300.00		0.00		
E 49	WKMG	08/12/12	08/12/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----1					1	\$1,100.00		0.00		
E 50	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2					2	\$650.00		0.00		

**WKMG**

Contract / Revision

255986

Flight Dates08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/08/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **RNC-ROMNEY**

Estimate # **18**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 50	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2	2				\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
1	WKMG	08/06/12-08/12/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
				See MG 50.3,50.4 [per Brenda no 630-7p nws due golf/Tina hub]										
2	WKMG	08/06/12-08/12/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
				See MG 50.3,50.4 [per Brenda no 630-7p nws due golf/Tina hub]										
E 51	WKMG	08/12/12	08/12/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1	1				\$5,000.00		0.00			
E 52	WKMG	08/12/12	08/12/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2	2				\$1,800.00		0.00			
Totals													140	\$131,650.00

ORDER

Contract / Revision

255986

Original Date / Revision

08/06/12 08/06/12

Advertiser Pol/Mitt Romney/R/ Presider

Product

RNC-ROMNEY

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Agency American Rambler Product

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **18**

Alt Order # **06264593**

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

<u>Rev Codes</u>	AGY	POL	CAND
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Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 132950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	142	\$113,007.50	\$132,950.00	0.00	07/30/12	08/14/12	142	\$113,007.50	\$132,950.00
Totals	142	\$113,007.50	\$132,950.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	08/13/12	08/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----			2		\$500.00		0.00			
E 2	WKMG	08/08/12	08/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--			3		\$500.00		0.00			
E 3	WKMG	08/13/12	08/14/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----			4		\$500.00		0.00			
E 4	WKMG	08/08/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--			3		\$500.00		0.00			



WKMG

Contract / Revision

255986

Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/08/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$500.00		0.00			
E 5	WKMG	08/13/12	08/14/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
Week:		08/13/12	08/19/12	MT-----					2	\$350.00		0.00			
E 6	WKMG	08/08/12	08/08/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
Week:		08/06/12	08/12/12	--1----					1	\$350.00		0.00			
E 7	WKMG	08/08/12	08/10/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
Week:		08/06/12	08/12/12	--WTF--					3	\$600.00		0.00			
E 8	WKMG	08/13/12	08/14/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
Week:		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 9	WKMG	08/08/12	08/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
Week:		08/06/12	08/12/12	--WTF--					3	\$800.00		0.00			
E 10	WKMG	08/13/12	08/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
Week:		08/13/12	08/19/12	MT-----					2	\$800.00		0.00			
E 11	WKMG	08/08/12	08/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
Week:		08/06/12	08/12/12	--WTF--					3	\$700.00		0.00			
E 12	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
Week:		08/13/12	08/19/12	MT-----					2	\$700.00		0.00			
E 13	WKMG	08/08/12	08/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
Week:		08/06/12	08/12/12	--WTF--					6	\$800.00		0.00			
E 14	WKMG	08/13/12	08/14/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
Week:		08/13/12	08/19/12	MT-----					4	\$800.00		0.00			
E 15	WKMG	08/13/12	08/14/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
Week:		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 16	WKMG	08/08/12	08/10/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
Week:		08/06/12	08/12/12	--WTF--					3	\$600.00		0.00			



WKMG

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Contract / Revision

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Flight Dates 08/08/12-08/14/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	08/08/12	08/10/12	2-3p The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$600.00		0.00						
E 17	WKMG	08/13/12	08/14/12	3-4p Nate LTC 9/7/12	CM	3-4p	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
				Nate Berkus											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$350.00		0.00						
E 18	WKMG	08/08/12	08/10/12	3-4p Nate LTC 9/7/12	CM	3-4p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
				Nate Berkus											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$350.00		0.00						
E 19	WKMG	08/08/12	08/10/12	4-430p Extra	CM	4-430p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
				Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$450.00		0.00						
E 20	WKMG	08/13/12	08/14/12	4-430p Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$450.00		0.00						
E 21	WKMG	08/08/12	08/10/12	430-5p Inside Edition	CM	430-5P	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$550.00		0.00						
E 22	WKMG	08/13/12	08/14/12	430-5p Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$550.00		0.00						
E 23	WKMG	08/13/12	08/14/12	News at 5p	CM	5-530p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$800.00		0.00						
E 24	WKMG	08/08/12	08/10/12	News at 5p	CM	5-530p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	3		\$800.00		0.00						
E 25	WKMG	08/08/12	08/10/12	News at 6p	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$8,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	--WTF--	6		\$1,000.00		0.00						
E 26	WKMG	08/13/12	08/14/12	News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	4		\$1,000.00		0.00						
E 27	WKMG	08/13/12	08/14/12	News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$1,200.00		0.00						
E 28	WKMG	08/08/12	08/10/12	News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

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Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Estimate # 18

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	08/08/12	08/10/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$1,200.00		0.00		
E 29	WKMG	08/08/12	08/10/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00 NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$1,800.00		0.00		
E 30	WKMG	08/13/12	08/14/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$1,800.00		0.00		
E 31	WKMG	08/13/12	08/14/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$700.00		0.00		
E 32	WKMG	08/08/12	08/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					3	\$700.00		0.00		
E 33	WKMG	08/08/12	08/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	6	\$300.00	P-3	0.00 NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$300.00		0.00		
E 34	WKMG	08/13/12	08/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	MT-----	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$300.00		0.00		
E 35	WKMG	08/13/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	4	\$400.00	P-3	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					4	\$400.00		0.00		
E 36	WKMG	08/08/12	08/10/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--WTF--					6	\$400.00		0.00		
E 37	WKMG	08/14/12	08/14/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-1-----					1	\$7,000.00		0.00		
E 38	WKMG	08/08/12	08/08/12	Wed Prime 10p CSI	CM	10-11p	--1-----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	--1-----					1	\$6,000.00		0.00		
E 39	WKMG	08/10/12	08/10/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	----1--					1	\$4,000.00		0.00		
E 40	WKMG	08/11/12	08/11/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----2-					2	\$400.00		0.00		



WKMG

Contract / Revision

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Flight Dates 08/08/12-08/14/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 08/06/12/ 08/06/12

Estimate # 18

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2-		2				\$400.00		0.00			
E 41	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 8 News at 6p	CM	6-630p	-----2-	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2-		2				\$550.00		0.00			
E 42	WKMG	08/11/12	08/11/12	Sat 1 Hour Special/8p WKMG Hurricane Special	CM	758-9p	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-		1				\$2,000.00		0.00			
E 43	WKMG	08/11/12	08/11/12	Sat Prime 9p 48 Hrs Mystery 9p	CM	9-10p	-----2-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2-		2				\$3,000.00		0.00			
E 44	WKMG	08/11/12	08/11/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-		1				\$4,000.00		0.00			
E 45	WKMG	08/11/12	08/11/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2-		2				\$1,800.00		0.00			
E 46	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----3-		3				\$150.00		0.00			
E 47	WKMG	08/12/12	08/12/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----3		3				\$200.00		0.00			
E 48	WKMG	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2		2				\$1,300.00		0.00			
E 49	WKMG	08/12/12	08/12/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1		1				\$1,100.00		0.00			
E 50	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2		2				\$650.00		0.00			
E 51	WKMG	08/12/12	08/12/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1		1				\$5,000.00		0.00			
E 52	WKMG	08/12/12	08/12/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----2		2				\$1,800.00		0.00			

**WKMG**

Contract / Revision

255986

Flight Dates 08/08/12-08/14/12

Hiatus Dates

Order Sep 00:15:00

Original Date / Revision 08/06/12/ 08/06/12

Estimate # **18**

Advertiser Pol/Mitt Romney/R/ Preside Product RNC-ROMNEY

Advertiser: Pol/Mitt Romney/R/ Preside													Totals		
													Spots	Amount	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 52	WKMG	08/12/12	08/12/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----2	2		\$1,800.00		0.00						
													Totals	142	\$132,950.00



WKMG

ORDER

Flight Dates 08/04/12-08/10/12

Contract / Revision

255825 /

Original Date / Revision

08/03/12 08/03/12

Advertiser **Pol/Mitt Romney/R/ Presider**

Product

RNC-ROMNEY

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 309

Alt Order # 06262865

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 2800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	2	\$2,380.00	\$2,800.00	0.00
Totals	2	\$2,380.00	\$2,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/09/12	2	\$2,380.00	\$2,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/06/12	08/09/12	Local 6 News 12-1230p CM		12-1230p	M--T---	1:00	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
				Local 6 News 12-1230p											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/06/12	08/12/12	M--T---	2	\$1,400.00	0.00						
														Totals	2 \$2,800.00



Flight Dates 08/04/12-08/05/12

255724

08/02/12 08/02/12

Product

ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

**138 Conant Street
Beverly, MA 01915**

Agency **American Rambler Productive**

Buying Contact

Sales Office PH1

Sales Region NAT

Agency Ref

**138 Conant Street
Beverly, MA 01915**

Order Sep 00:15:00

Estimate # 306

Alt Order # 06261364

<u>Billing Type</u>	Cash
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Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 7550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Order Totals					Start Date	End Date	# Spots	Net Amount	Gross Amount
Month	# of Spots	Net Amount	Gross Amount	Rating					
August 2012	5	\$6,417.50	\$7,550.00	0.00	07/30/12	08/05/12	5	\$6,417.50	\$7,550.00
Totals	5	\$6,417.50	\$7,550.00	0.00					

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/05/12	5	\$6,417.50	\$7,550.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/04/12	08/04/12	7-9a CBS This Morn SaCM		7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-					1	\$400.00		0.00			
E 2	WKMG	08/05/12	08/05/12	6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				6-830a Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1					1	\$200.00		0.00			
E 3	WKMG	08/05/12	08/05/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1					1	\$1,300.00		0.00			
E 4	WKMG	08/05/12	08/05/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1					1	\$650.00		0.00			

**WKMG**

WKMG
Contract / Revision **255724** Flight Dates **08/04/12-08/05/12**
Original Date / Revision 08/02/12/ 08/02/12

Hiatus Dates

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 306

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/05/12	08/05/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----1	1			\$650.00		0.00				
E 5	WKMG	08/05/12	08/05/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----1	1			\$5,000.00		0.00				
Totals													5	\$7,550.00